

IGP-BDS ACTIVITY REPORT September 30, 2000 to OCTOBER 1st 2001

I- Program presentation

The aim of the IGP – BDS is the reinforcement of the poor entrepreneurs and their access to the market in order to increase their income and their financing ability. A special stress is put on the involvement of women and the poor on the micro enterprises in which the latter are present.

The aim of this program is also to increase the availability of products and innovating services.

It is in this framework that PRIDE has been selected and the award No. PCE-A-00-00-00003-00 has been signed between USAID Washington and PRIDE. This agreement had been enacted since April 28th 2000 and will end two (2) years later.

II- Activities implemented to September 30, 2001

2-1 Geographic cover

In compliance with the program objectives which are going towards the poor and women entrepreneurs, we decided right in October 2000 to decentralize our training activities towards rural and semi-rural areas of the interior of the country. In that respect we recruited **two (2) animators/trainers in Kankan**, (for the region of Kankan, Kérouané, Kouroussa, Mandiana and Siguiri), **one (1) trainer in Dabola** (for the region of Dabola, Dinguiraye Faranah, Kissidougou), **one (1) trainer in Mamou** (for the region of Mamou, Dalaba and Pita), **one (1) trainer in Boké** (for the region of Boké, Fria, Téliélé, Gaoual and Koundara), **three (3) trainers in N'Zérékoré** (for the Forest region), **three (3) trainers in Labé** (who cover the prefectures of Labé, Koubia, Mali, Gaoual), **three (3) trainers in Kindia** (who cover the prefectures of Kindia, Téliélé).

In the total **20 PRIDE trainers are involved in the achievement of the contract**, they cover almost all the prefectures of the country specially the poor areas. This geographic layout shows our engagement to serve the maximum of rural entrepreneurs and this in the principal languages of the country.

We also organized in Labé (about 400 km away from Conakry) from August 18th to August 28th 2001 the second training/exchange meeting between all the animators/trainers (including those of IGP Program) and PRIDE headquarters. After the meeting, the teams were

reinforced, the modules content and the methods of training harmonized; the intervention strategies worked out in accordance with the realities of rural entrepreneurs. Some modules such as the **Entrepreneurship workshop, simplified accountancy** were translated into the following local languages Sussu, Maninka, Guerzé, Thoma, Kissi. Marketing and Simplified Accountancy had also been translated into pular and maninka.

2-2 Organized Training Workshops

Prior to the training workshops in each area of the country, marketing and presentation campaign of PRIDE, of its partner USAID and of IGP Program objectives as well as the PRIDE training module contents were presented. To that end, the local authorities (Governors, Prefects and Mayors) the others partners to development (projects, NGO, Women groupings), the entrepreneurs and the potential entrepreneurs were the targets of these campaigns. With the entrepreneurs and the potential entrepreneurs we identified the training needs and the modules to be taught; the candidates were identified and we made a census of them; the workshops were scheduled.

So from October 1st 2000 to September 30, 2001 we have realized 47 training workshops for 1230 people including 591 women which is: Esprit d'Entreprise 35 training workshops taught in local languages sussu, pular, maninka and Guerzé and in french; a workshop on the Creation of Entreprise; three workshops on Marketing, four workshops on Customer Service, and four workshops on Management... (see attached statistics of training sessions).

2-3 Communication-Education-Information Activities for the diffuseness of the Entrepreneurship

Since the start of the IGP program, intensive activities have been done by PRIDE/Formation to spread Entrepreneurship in accordance with our mission. In that line our NGO organized radio (rural and national) broadcasts. The entrepreneurs involved took the floor to explain how PRIDE/Formation's training contributed to the change of their behavior and mentalities, how they learned to better manage their enterprises and increase their profits. The trainers give useful advices to the entrepreneurs during each get-together.

Some partners financed by USAID have become our clients namely OIC/Guinea, CLUSA, VITA, WINROCK International; and other important state-owned enterprises such as the Guinean Company of cotton, the Guinean Post Office and the Agency for the Promotion of Employment are new clients and we are developing a profitable partnership.

III Progress made on IGP Program Indicators :

Indicators	Year estimates 10/01/00-09/30/01	Achievement from 10/01/00-09/30/01	Rate of Achievement
Number of micro entrepreneurs directly served	1060	1230	116%
Number of individual small enterprises served	300	950	316 %
Number of new enterprises fostered	324	480	148 %
Number of women served	604	591	98%
Number of micro entrepreneurs who pay their training (70% of trained entrepreneurs to the minimum	742	1183	159%
Number of micro entrepreneurs having increased their income following the training	476	850	178%
Number of existing enterprises served	1020	1035	101 %
Number of micro entrepreneurs obtaining contracts/markets following the training	136	155	114 %
Cost recovery ratio (training income)	47,4 %	11%	
Cost recovery ratio (on various incomes)		101%	

IV Problems encountered

Training of rural people (the poor) and payment for the training. The Bantignel workshops' experience teaches us that if we want to reach the poor the training revenues will decrease. With 100 trained people (48% women) we have had an income lower than \$ 300. As a matter of fact we were bound to reduce the training fees in order to favor the poor, especially the women from \$50 to \$5 US\$, (90%). This reality shows the difficulties for rural entrepreneurs to pay for their training and the problems linked to the money generating training activities in low-income countries. The second problem is that of lack of safety. The whole Forest Region, although economically rich has not been able to benefit from our Program due to rebel incursions and the closing down of enterprise.

Finally a third problem is linked to competent human resources. The PRIDE trainers had experience in training urban entrepreneurs. A period of training of trainers and adaptation of the pedagogical materials and the modules' contents was necessary for us to be able to serve our clients in rural areas.

Other difficulties :

- ↑ Participants are very distant from training centers;
- ↑ Lack of training rooms in the rural areas where PRIDE operates;
- ↑ Participants difficulty in ensuring their families daily-bread while they are under training;
- ↑ Frequent social events or economic activities (weekly markets) disturbing the training programs;
- ↑ Lack of knowledge by the rural people of the training importance.

V- ACTION PLAN from October 1st 2001 to September 30 2002

Owing to our achievements to September 30 2001, we plan to reach the following results by September 30 2002 :

- **1200** micro entrepreneurs to be trained;
- **300** entrepreneurs (small and medium) to be trained;
- **500** microentreprises fostered;
- **750** women served
- **1500** micro entrepreneurs served;
- **450** micro entrepreneurs obtaining a contract/market following the workshop ;
- **137,5 %** of operational cost coverage;
- **72,1 %** of all cost coverage

In relation to the indicators, we intend to gather the maximum of information about each of them. Thus we lay a particular emphasis on the following :

- The number of jobs created;
- The increase of the entrepreneurs income;
- And the number of people who have fostered an income generating activity following a piece of advice and the backing of a trained person.

To reach these results, we intend to take the following steps :

- a- To accelerate the training process of field staff to enable them to be autonomous in the organization and animation of workshops;
- b- To combine the training of low-income entrepreneurs and institutional clients so as to enable us to reach financial autonomy;
- c- To translate all the training modules into the main local languages;
- d- To schedule workshops in Guerzé, Thoma an Kissi languages to better cover Forest Guinea
- e- To set up training programs in the four (4) natural regions and in the eight (8)

administrative regions. Presently we have been able to organize workshops in **Kindia, Mamou, Labé, Koubia, N'Zérékoré, Lola, Kankan, Dabola and Dinguiraye;**

- f- To provide each representative of PRIDE/Formation with materials and equipment necessary for the achievement of the training programs;
- g- To see to it that the training sessions correspond with the target clients' program so as to have them available;
- h- To reinforce trainees' follow-up in the framework of identifying new training needs and improving the impact.

CONCLUSIONS :

The implementation of the IGP – BDS Program is quite in agreement with the preoccupations of PRIDE/Formation's staff at all levels to ensure the institutions perennity. We seize the opportunity offered by IGP to better handle the aspects which are likely to ensure the perennity of PRIDE/Formation.

1- Social viability :

The vision and the mission of PRIDE/Formation are shared by all its members : the Board of Directors underwent training in Conakry in December 2000 sponsored by USAID/Conakry; all PRIDE's technical staff were under training in Labe from January 8 to January 18th 2001; **on the whole 30 field agents and people from the head office took part in the training.** The aspects dealing with the improvement of living and working conditions of the staff were thoroughly taken into account : training, social security, health, trainers career plan, motivation system based on results; working framework very appropriate to the development of personal and professional initiative.

2- Institutional viability :

PRIDE/Formation needs to attract the best local competencies to develop and offer training services and quality backing/advice with **"a passion for excellence"**. To that end, all aspects linked to professional competencies and organizational aspects are taken into account for PRIDE/Formation is the leader in terms of training, advising for the setting up and development of micro and small enterprises in Guinea.

3- Another important aspect is the **financial viability** of PRIDE : Many efforts have been made towards lowering costs, mainly fixed costs. We are seeking less-cost services to lighten the training fees for client, attract and meet the needs of a greater number of clients who will freely accept to come back and buy new training products. This is the main indicator of institutional usefulness and viability.

Dr. Alpha Mamadou Baldé
Executive Director

Statistics of training sessions under the IGP-BDS Program from October 2000 to September 2001

N°	Program	Period	Place	Participants			Paid	% of female
				Male	Female	Total		
	1) Kankan							
1	Esprit d'entreprise LN	25-28/04/01	Kankan	14	5	19	14	
2	Management/Planification	24-28/05/01	Kankan	9	2	11	10	
3	Service Client	28-29/05/01	Conakry	9	2	11	11	
4	Esprit d'entreprise LN	27-30/06/01	Balandou	7	33	40	38	
5	Esprit d'entreprise LN	06-09/07/01	Balandou	16	30	46	45	
6	Communication dans l'entrep	17-18/07/01	Kankan	9	2	11	9	
7	Esprit d'entreprise LN	28/07-01/08/01	Balandou	20	14	34	27	
8	Esprit d'entreprise LN	22-24/09/01	Karifamoria	13	27	40	37	
				97	115	212	191	54
	2) Boké							
1	Esprit d'entreprise	du 25 au 29/05/01	Kolaboui	23	21	44	44	
2	Esprit d'entreprise	du 03 au 05/09/01	Kolaboui	24	28	52	52	
3	Esprit d'entreprise	du 08 au 11/09/01	Kolaboui	26	21	47	47	
4	Esprit d'entreprise	du 12 au 14/09/01	Kolaboui	37	27	64	64	
				110	97	207	207	47
	3) N'Zérékoré							
1	Esprit d'entreprise	du 17- 28/11/00	N'Zérékoré	16	4	20	20	
2	Esprit d'entreprise	du 20- 31/3/01	N'Zérékoré	12	2	14	13	
3	Marketing	du 11 - 12/05/01	N'Zérékoré	9	7	16	14	
4	Service client	du 26 - 27/05/01	N'Zérékoré	7	2	9	9	
5	Esprit d'entreprise	du 30 - 04/08/01	N'Zérékoré	9	1	10	9	
6	Gestion des petites M.E	du 30 -08 /1/9/01	N'Zérékoré	9		9	9	
7	Esprit d'entreprise	du 20/09-22/09/01	N'Zérékoré	18	10	28	28	
8	Esprit d'entreprise	du 27/09-29/09/01	N'Zérékoré	11	13	24	23	
				91	39	130	125	30
	4) Lola							
1	Esprit d'entreprise	du 10/06-16/06/01	Lola	22	6	28	25	
2	Marketing	du 29/06-30/06/01	Lola	22	4	26	25	
				44	10	54	50	19
	5) Labé							
1	Esprit d'entreprise Poular	20 - 23/02/01	Bantignel	13	32	45	45	
2	Esprit d'entreprise Poular	08 - 11/03/01	Bantignel	15	21	36	36	
3	Esprit d'entreprise Poular	13 - 15/03/01	Bantignel	8	11	19	19	
4	Esprit d'entreprise Poular	06 - 08/07/01	Labé Camp M.	0	32	32	32	
5	Création d'entreprise Fr.	13 - 17/08/01	Labé	3	2	5	5	
6	Esprit d'entreprise Poular	29 - 31/08/01	Labé (kalan)	2	39	41	39	
7	Esprit d'entreprise Poular	31 - 02/09/01	Bantignel	16	21	37	37	
8	Esprit d'entreprise Poular	27 - 30/09/01	Labé (Saala)	3	15	18	18	
				60	173	233	231	74
	6) Koubia							
1	Compt. Simplifiée Poular	05 - 09/06/01	Koubia Missira	1	19	20	20	
				1	19	20	20	95
	7) Dabola							
1	Esprit d'entreprise Maninka	05/09 mai 2001	Dabola	20	18	38	38	
2	Esprit d'entreprise	19 - 21/09/01	Nyankamba	39	11	50	50	
				59	29	88	88	33
	8) Mamou							
1	Esprit d'Entreprise	21-24/01/2001	Mamou	0	11	11	11	
2	Marketing	26-27/01/01	Mamou	0	11	11	11	
3	Service Client	28-29/01/01	Mamou	0	11	11	11	
4	Esprit d'Entreprise	04-13/04/01	Mamou	16	1	17	15	
5	Esprit d'Entreprise Poular	18-21/06/01	Timbo	22	6	28	20	
6	Esprit d'Entreprise Poular	22-24/06/01	Kegneco	7	24	31	29	
7	Esprit d'Entreprise Poular	27-29/07/01	Kegneco	4	8	12	11	
8	Esprit d'Entreprise Poular	30/07-01/08/01	Timbo	9	2	11	10	
				58	74	132	118	56
	9) Dinguiraye							
1	Esprit d'entreprise Poular	22 - 24/09/01	Dinguiraye	22	10	32	32	
2	Esprit d'entreprise			13	7	20	20	
				35	17	52	52	33
	10) Kindia							
1	Esprit d'entreprise LN	16 - 21/11/00	Friguiagbé	9	11	20	20	
				9	11	20	20	55
	11) Conakry							
1	Esprit d'entreprise	29/10-09/11/00	Conakry	13	4	17	17	
2	Service Client	23-24/11/00	Conakry	22	3	25	25	
3	Management Strategique	13-17/12/00	Conakry	25	0	25	25	
4	Esprit d'entreprise Poular	13-17/05/01	Conakry	15		15	14	
				75	7	82	81	9
47								
	Total General			639	591	1230	1183	48